

Bedford Sign Bylaw Committee
June 21, 2012, 7:30 PM
Town Hall, 2nd Floor Conference Room

Minutes

Attending: Jeff Cohen, Karen Kenney, Lisa Mustapich, Mark Siegenthaler, John McCullough, Ralph Zazula; Chris Laskey - Staff

7:35 meeting called to order by Cohen.

After a discussion, Mustapich moved, Zazula second to accept minutes for May 17. Vote: 6-0.

The Committee continued its review of the ZBA's comments/recommendations and the edited (red-line) Sign Bylaws document prepared by Lisa and had the following comments:

Section 40.4 General Regulations

- Section 3.A.1 – Revision is intended to clarify the allowable size of wall signs and when a Special Permit is required for requesting an increase in the allowable sign area. Propose deleting, “or fifty (50) square feet, whichever is smaller” from section and propose adding language at the end of the paragraph requiring that any sign exceeding 50 square feet shall require a Special Permit.
- Section 3.A.3 – Revision is intended to permit businesses that front on two streets the ability to seek an increase in the allowable sign area via Special Permit, similar to language in 3.A.1. Propose adding language that would permit businesses that front on two streets to seek an increase in the allowable sign area up to 25% of the first floor front wall area by requesting a Special Permit from the ZBA. Also, added language stating that a business could divide the permissible sign area equally without a Special Permit; if the division is not 1:1, a Special Permit would be required.
- Section 3.A.7.c – Revision is intended to clarify the ambiguous language regarding signing format for signs on storefronts within the same building. Propose that, “and shall use the same signing format” be deleted from paragraph.
- Section 3.B - Revision is intended to clarify that the size of freestanding signs would apply to all freestanding signs and not only a single freestanding sign on a lot. Propose revising last sentence of paragraph by deleting, “The freestanding sign must conform...” to read, “All freestanding signs must conform...”
- Section 3.D – No action taken regarding the number of directional signs permitted per driveway.
- Section 3.J.2 – Revision is intended to clarify current price of fuel signage at gas stations and state that said signage shall be permitted to be located on the building, or the pump island, or on the freestanding sign. If the pricing is included on the freestanding sign, it must be included in the permissible sign area.

Section 40.5 Illumination

- Section 1 Overspill - The Committee noted that the requirement to not cast observable shadows onto adjacent premises is an unreasonable measure since it takes so little light to cast observable shadows. Further, the Committee agreed that the requirement prohibiting excessive glares from normal viewing angles provided a more definable measure to determine when there is objectionable light overspill

onto an adjacent property. Propose revising end of section to read, "...does not create so much light overspill onto adjacent premises that it creates excessive glare from normal viewing angles."

- Section 1.A – Revision is intended to remove reference to internally illuminated signs from paragraph and clarify that all illuminated signs shall be taken into account collectively when determining the total initial rated lamp lumens permitted on a premises. Propose deleting, "Internally" from beginning of first sentence.
- Section 2.B – No action taken on revising 75 foot lamberts as the maximum permitted illumination level of an illuminated sign.
- Section 2.C – No action taken on revising requirement for the type of written certification that must accompany a Special Permit request for sign illumination.
- Section 40.5 Illumination – Since this Article deals with illumination, it is proposed to renumber Section 40.2 *Sign Illumination* to be Section 40.1, and Section 40.1 *Overspill* to be Section 40.2, placing Sign Illumination at the beginning of the Illumination Article.
- Section 3 Hours – Revise red-line edits to reflect change proposed by Committee after reconsidering the initial revision. Proposed revision is intended to permit businesses that are open from 11 pm to 6 am the ability to illuminate their signs via a Special Permit from the Zoning Board of Appeals as long as the overspill requirements are met, and to remove the restriction that the illuminated sign must identify the entrance to the establishment.
- Propose that wherever Roman Numerals are used to denote a Bylaw Section, i.e., Section II or IV, the Roman Numerals shall be replaced with the nomenclature used in the Bylaw, i.e., 40.2 and 40.4.

The Committee briefly discussed the input it received from the Chamber of Commerce and agreed that sandwich board signs should be addressed in the proposed revisions to the Bylaw. Proposed language for sandwich board signs will be discussed at upcoming meetings.

The Committee agreed that the restriction on internally-illuminated signs should be revisited. The Committee believes that internally illuminated signs could be appropriate in certain Zoning Districts. The Committee will discuss revising the Bylaw to permit some internally-illuminated signage in Town; perhaps lowering the illumination level would make them more palatable to residents.

John McCullough informed the members that he will be resigning from the committee for personal reasons.

9:35 p.m. Zazula moved to adjourn, Mustapich second. Vote: 7-0.

Respectfully submitted by Jeff Cohen.

Upcoming Meetings:

July 19, 2012 – Historic District Commission members to discuss their Sign Bylaw update concerns/recommendations.

August 16, 2012

September 20, 2012

October 2012 – Group will hold a public workshop to encourage public participation in the re-write.